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CONSUMERS & BRANDS

TV subscriptions: Rogers customers in Canada

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Rogers customers in Canada: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Rogers customers in Canada ("brand users") against Canadian pay TV subscribers in general ("category users"), and the overall Canadian consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Canada)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

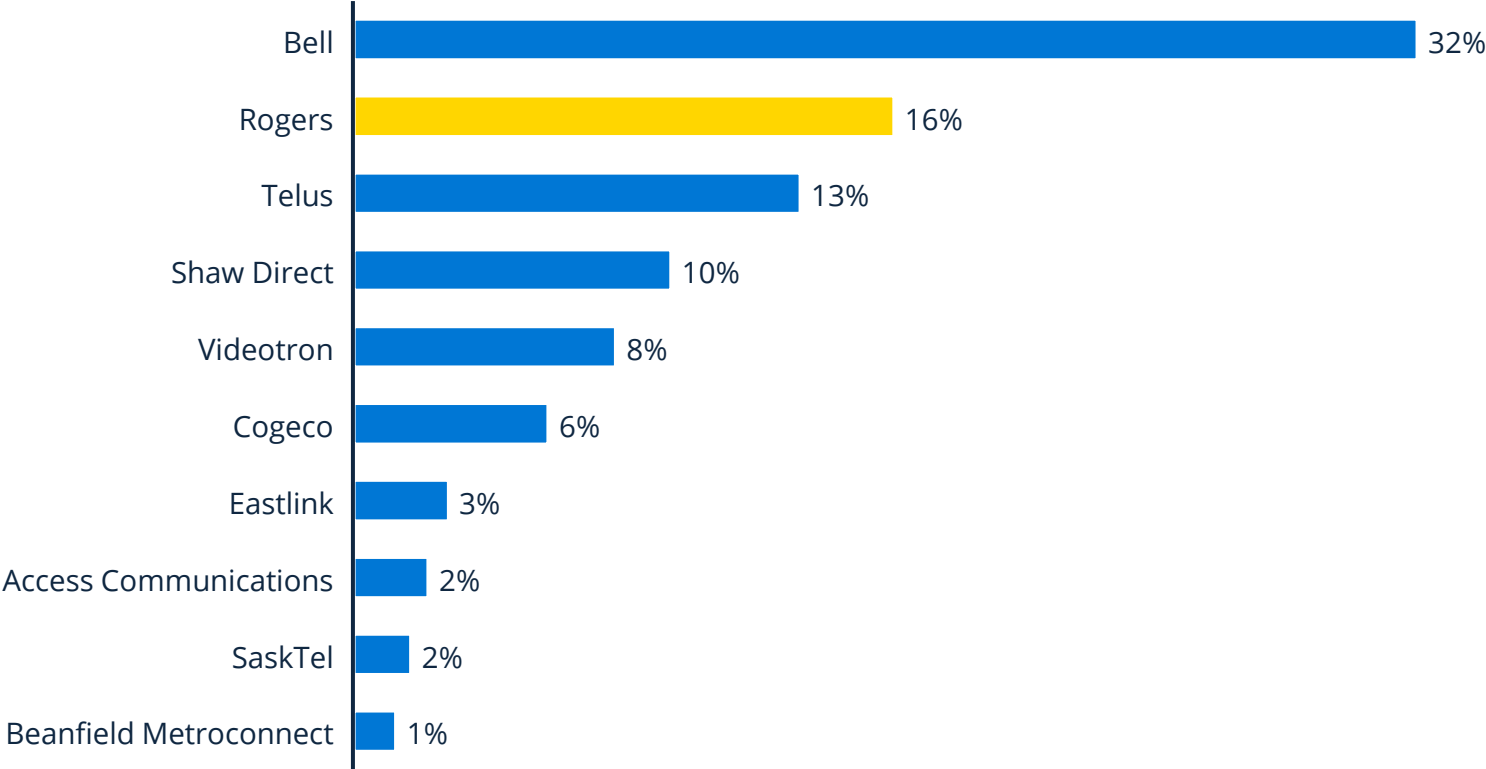
- Brand usage
- Key insights



Rogers is the second most used TV subscription service in Canada after Bell and has a user share of 16%

Management summary: brand usage and competition

Top 10 most used TV subscription services in Canada



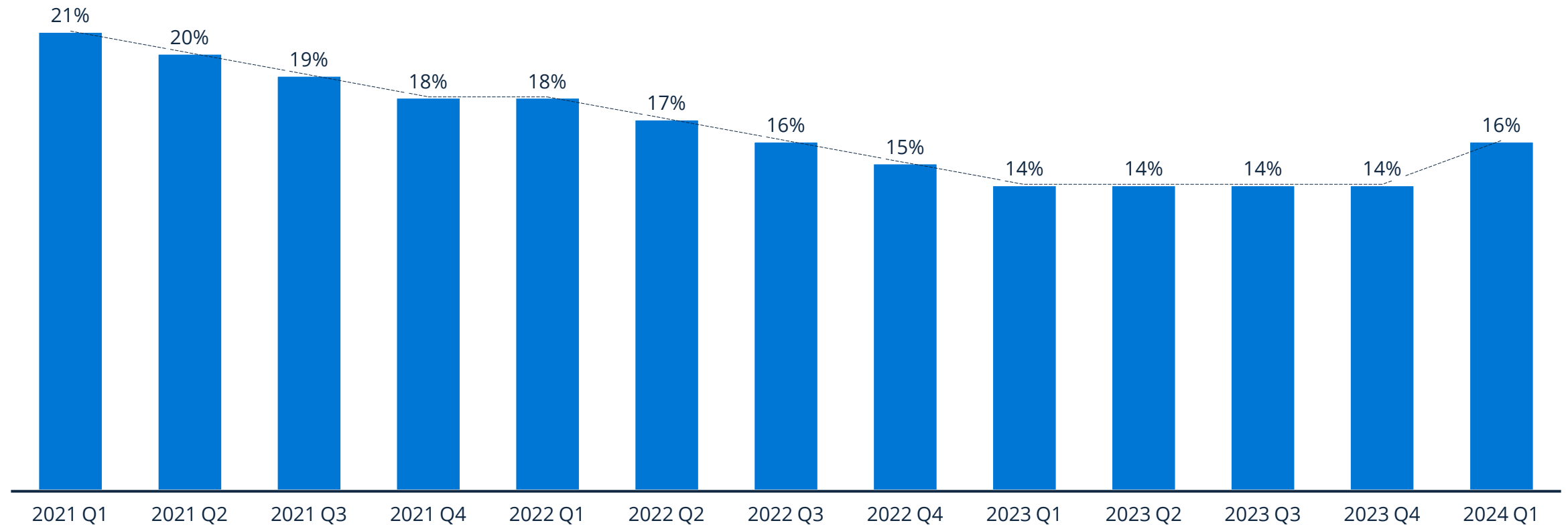
4 Notes: "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=1,139 pay TV subscribers

Sources: [Consumer Insights Global](#) as of June 2024

The share of pay TV subscribers using Rogers declined by 5 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of pay TV subscribers using Rogers



5 Notes: "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=155 - 274 Rogers customers, n=1107 - 1315 pay TV subscribers

Sources: [Consumer Insights Global](#) as of June 2024

Rogers customers in Canada

Management summary: key insights

Demographic profile

36% of Rogers customers are Millennials.

There is a fairly even split of male and female Rogers customers.

Compared to the average consumer, Rogers customers are less likely to have a low income.

Rogers customers are more likely to live in large cities than pay TV subscribers in general.

Consumer lifestyle

Being successful is less important to Rogers customers than to other pay TV subscribers.

Rogers customers are more interested in food and dining than other pay TV subscribers.

Rogers customers are more likely to have reading as a hobby than other pay TV subscribers.

Consumer attitudes

It stands out that 53% of Rogers customers say that digital services allow them to discover new and exciting content.

41% of Rogers customers are in the early majority of innovation adopter types.

A relatively high share of Rogers customers think that the economic situation is an issue that needs to be addressed.

Marketing touchpoints

Reddit is more popular among Rogers customers than the average pay TV subscriber.

Rogers customers remember seeing ads in video games less often than other pay TV subscribers.

CHAPTER 02

Demographic profile

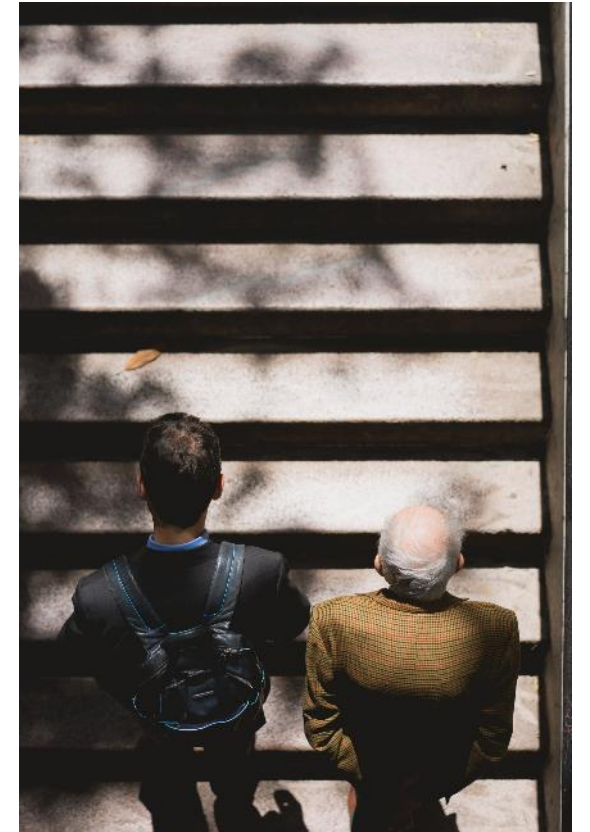
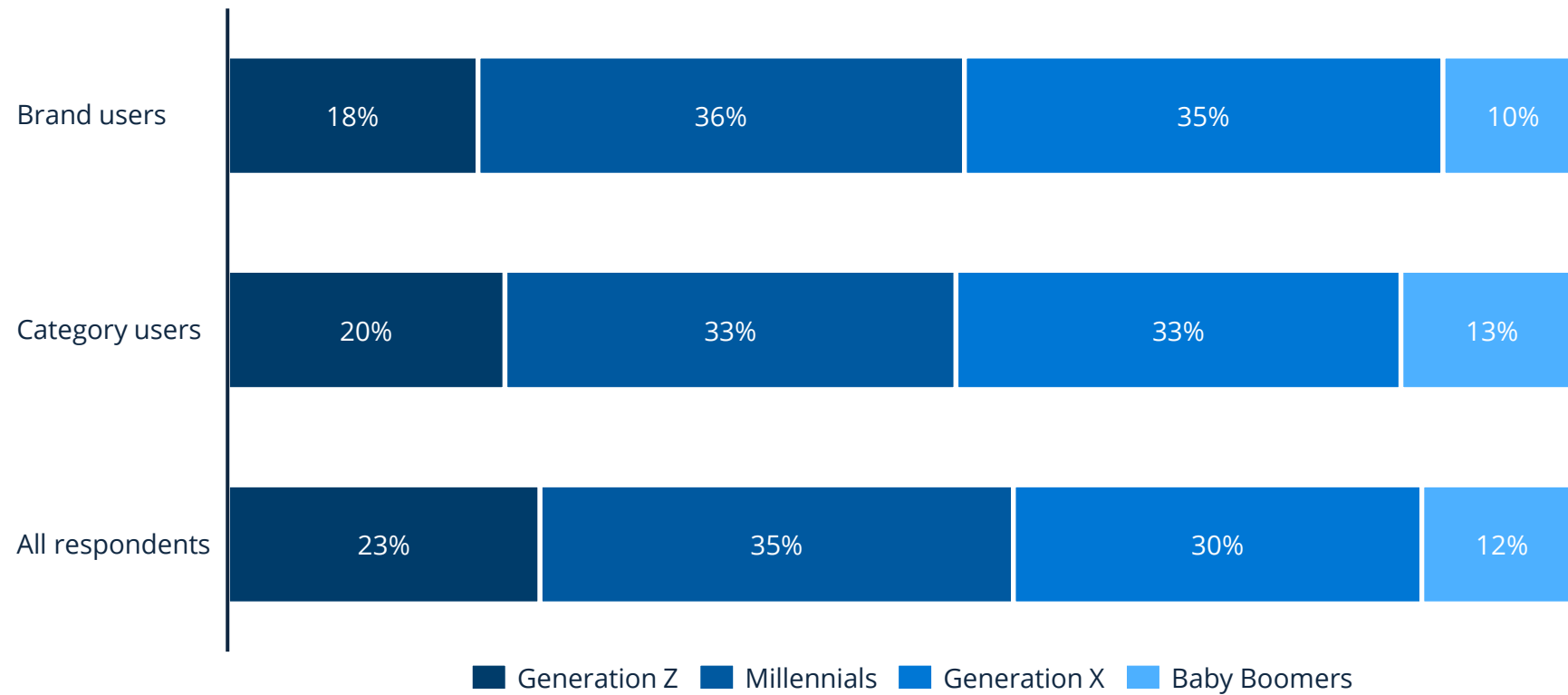
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



36% of Rogers customers are Millennials

Demographic profile: generations

Age of consumers in Canada

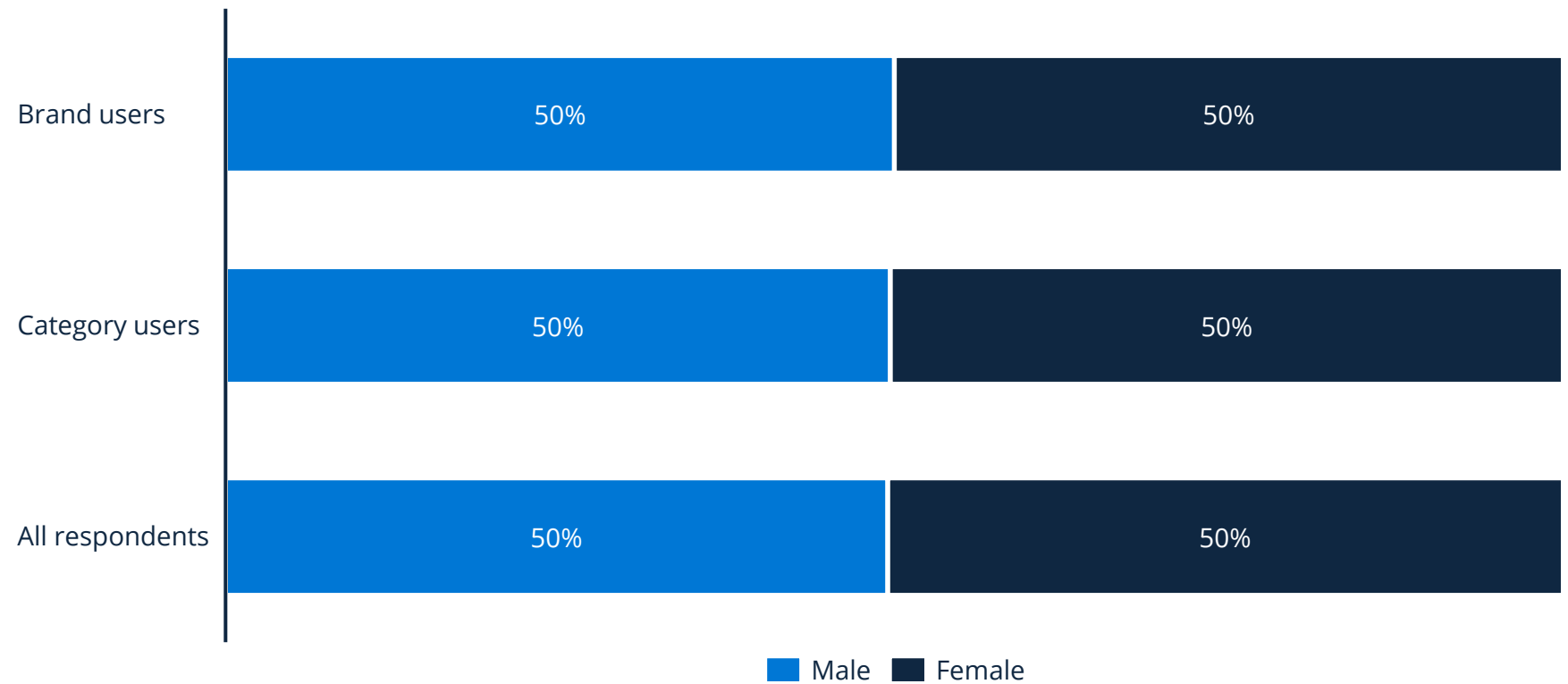


There is a fairly even split of male and female Rogers customers

Demographic profile: gender



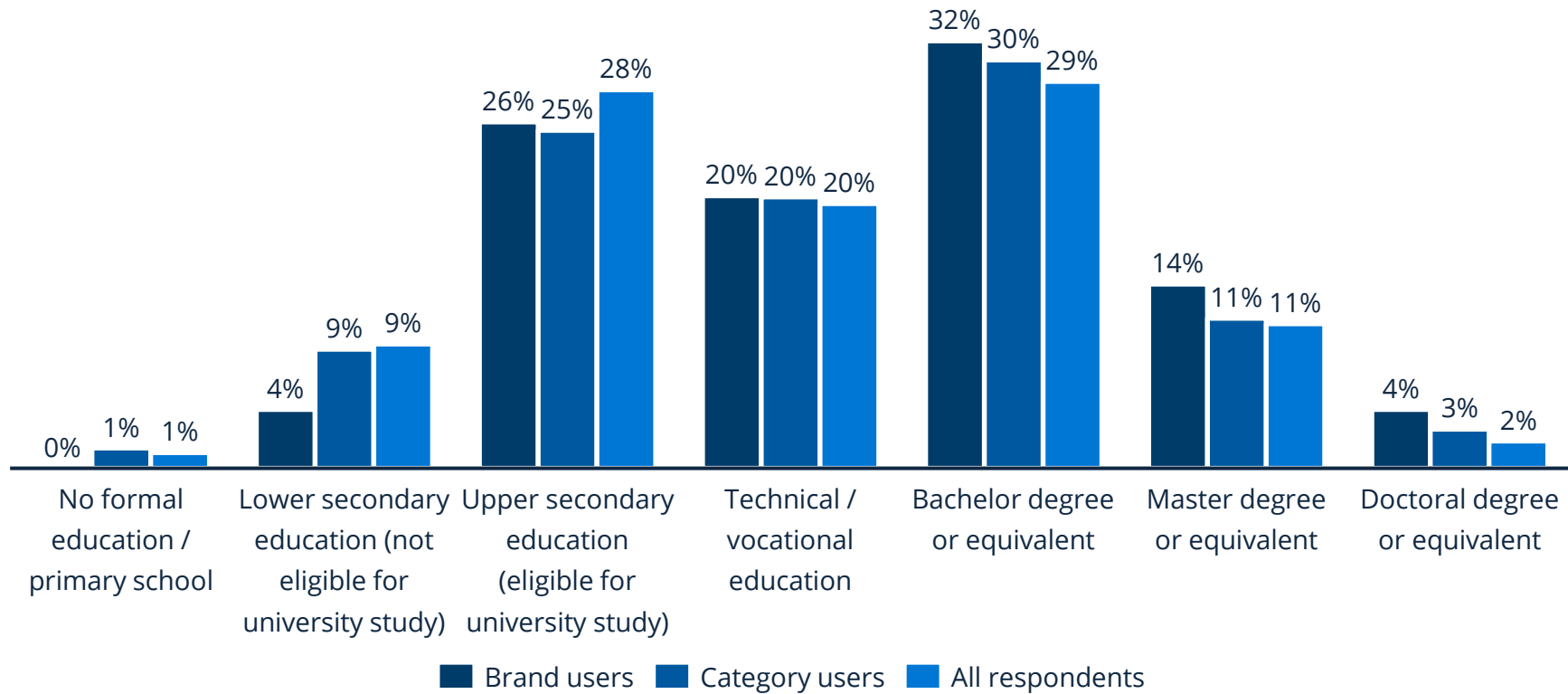
Gender of consumers in Canada



A relatively high share of Rogers customers have a college degree

Demographic profile: education

Consumer's level of education in Canada

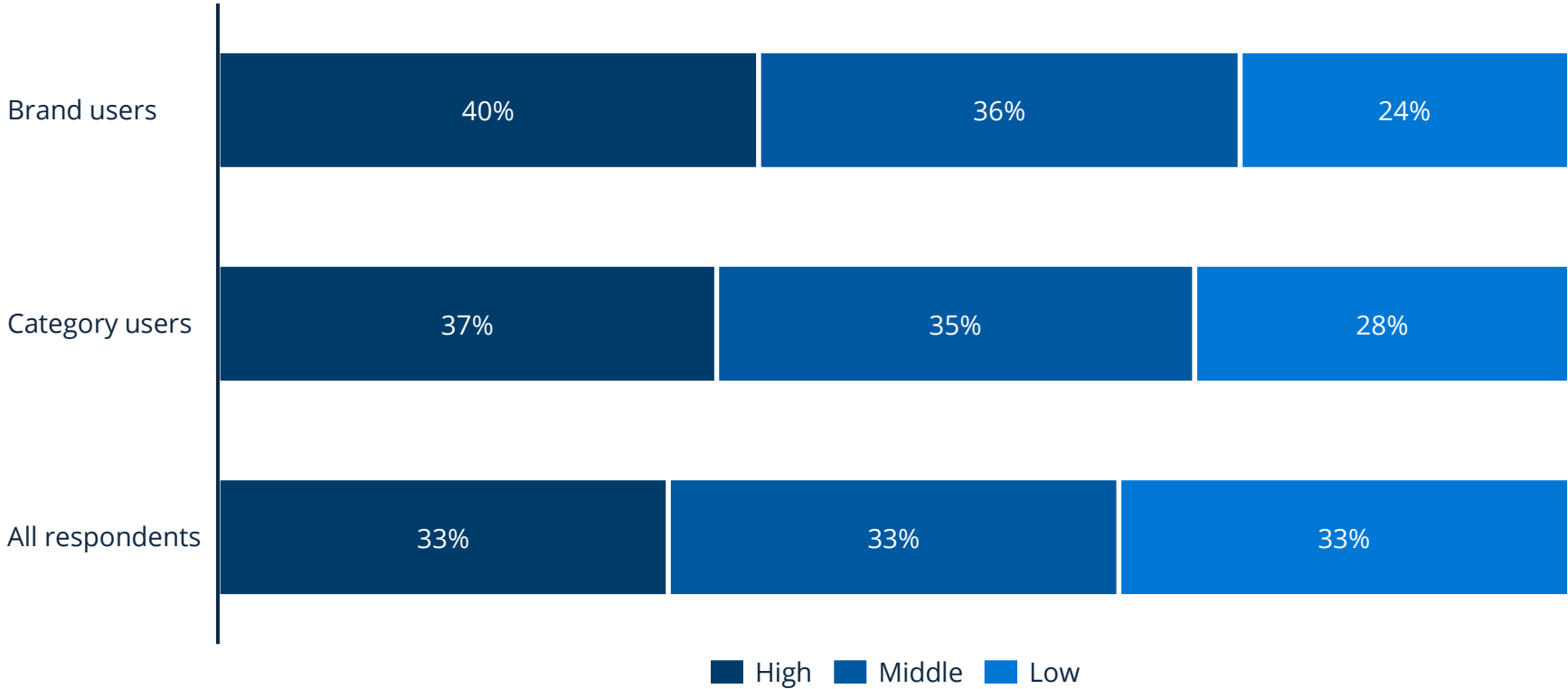


Compared to the average consumer, Rogers customers are less likely to have a low income

Demographic profile: income



Share of consumers in Canada in the high, middle, and low thirds of monthly household gross income

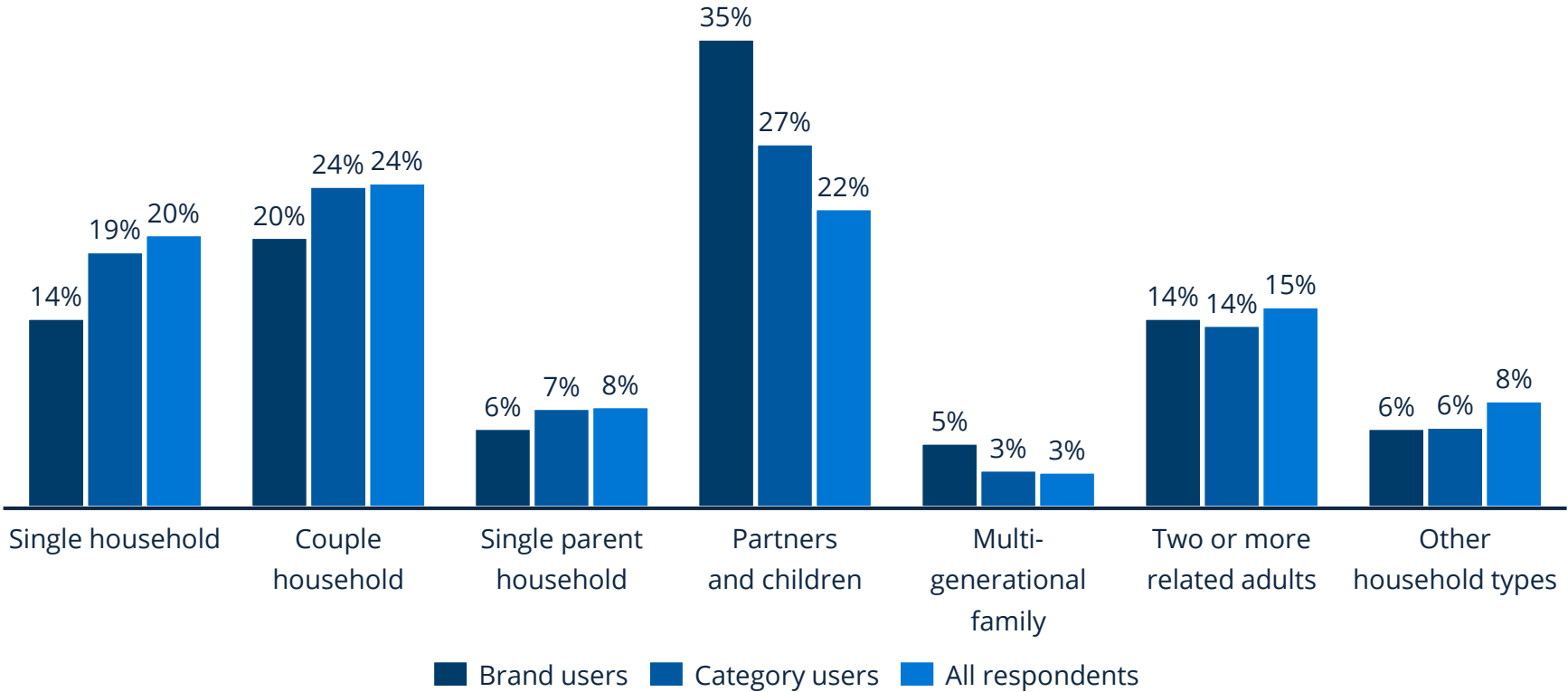


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=184 Rogers customers, n=1,139 pay TV subscribers, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other pay TV subscribers, Rogers customers are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Canada live



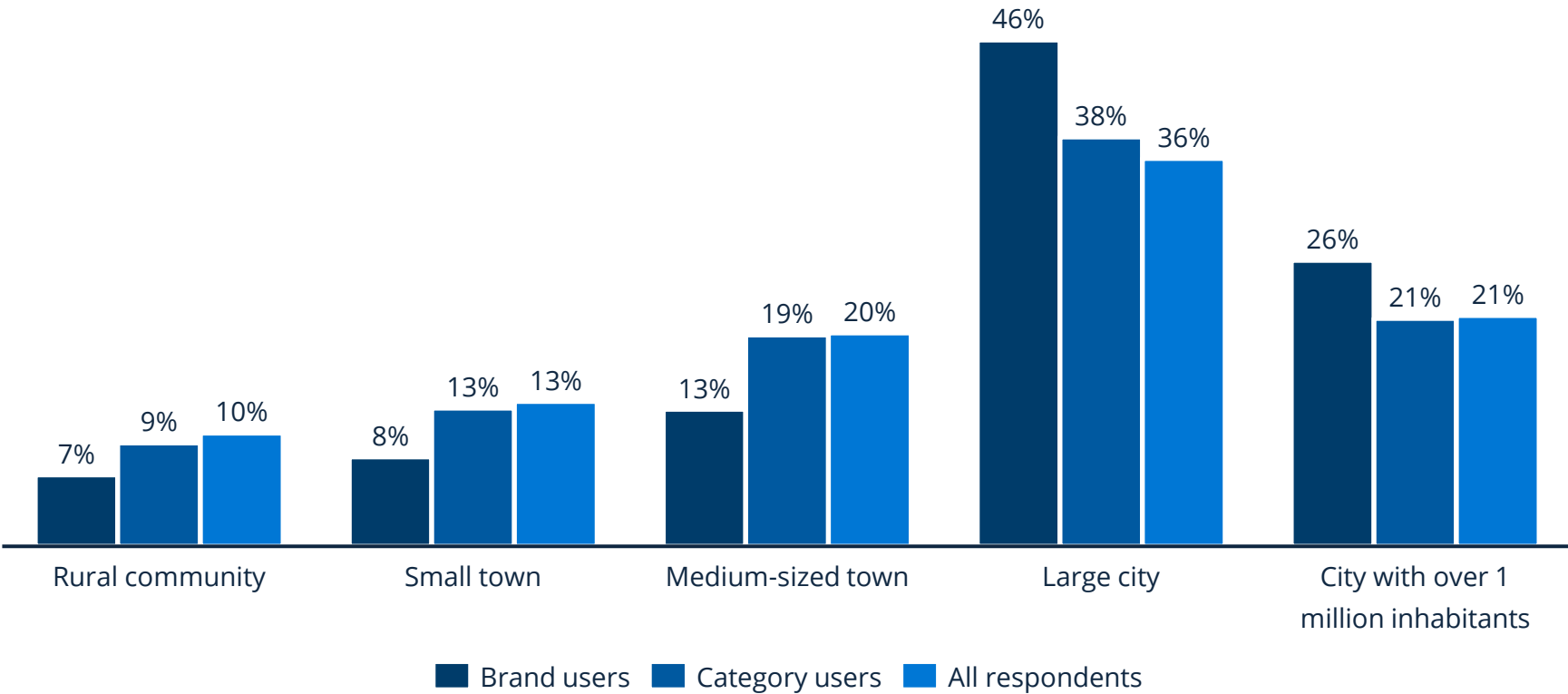
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=184 Rogers customers, n=1,139 pay TV subscribers, n=12,127 all respondents Sources: [Consumer Insights Global](#) as of June 2024

Rogers customers are more likely to live in large cities than pay TV subscribers in general

Demographic profile: type of community



Communities where consumers live in Canada

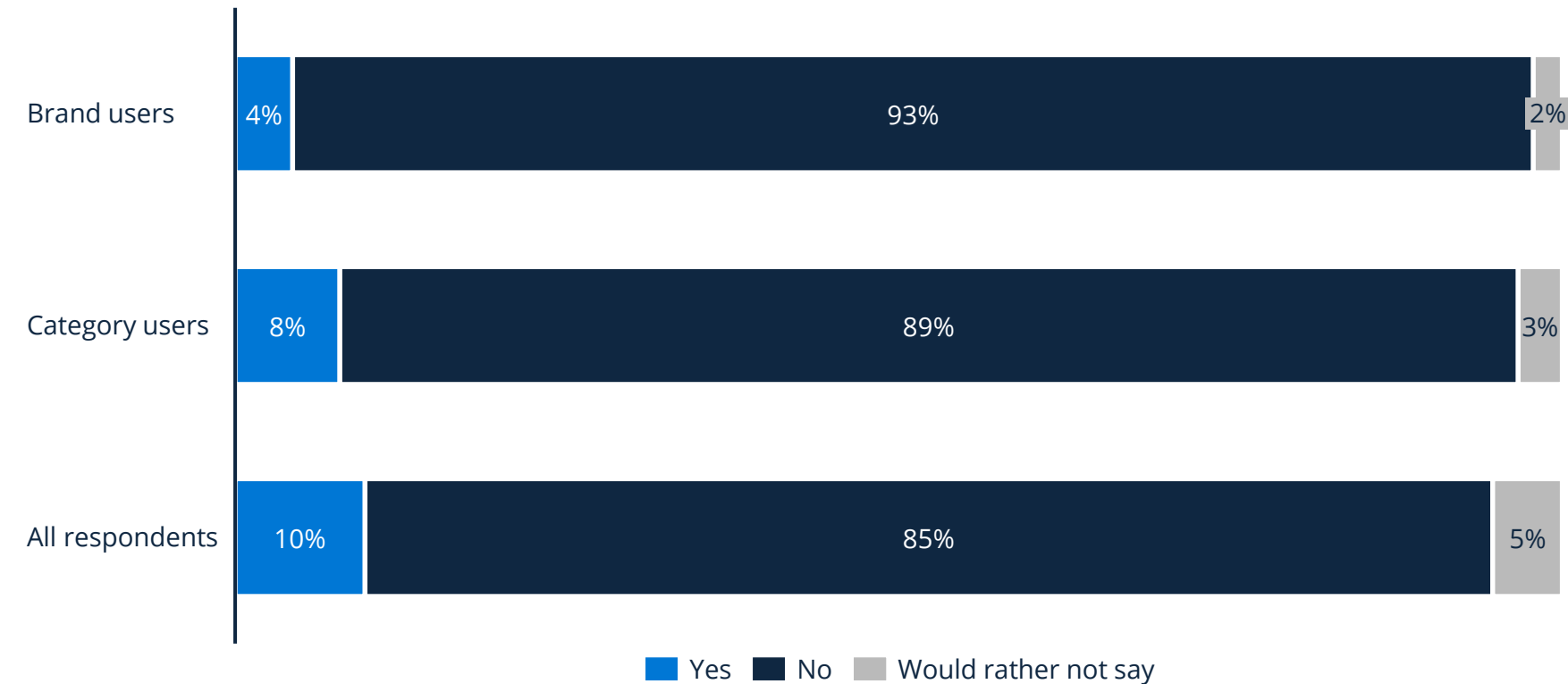


13 Notes: "In what type of community do you live?"; Single Pick; "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=184 Rogers customers, n=1,139 pay TV subscribers, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

4% of Rogers customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Canada



CHAPTER 03

Consumer lifestyle

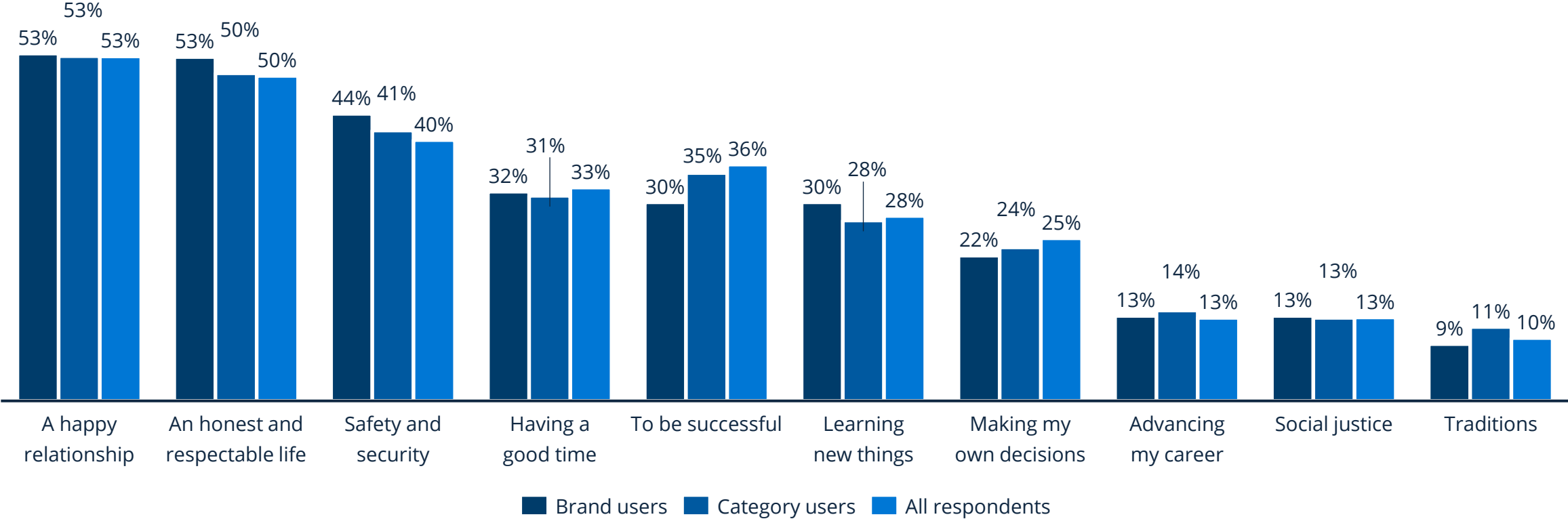
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Being successful is less important to Rogers customers than to other pay TV subscribers

Consumer lifestyle: life values

Most important aspects of life for consumers in Canada



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "With which company do you currently have a paid TV subscription (cable/satellite)?" Single Pick; Base: n=184 Rogers customers, n=1,139 pay TV subscribers, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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